How to get good pictures with Polaroid® PolaPan 400 Land Film

Polaroid PolaPan 400 Land Film is a very high speed panchromatic film which makes possible many pictures not easily made before — especially indoor pictures without flash. You'll get the most out of this film if you read these directions carefully:

EXPOSURE

This film is four times as sensitive as Type 41 Land film. For outdoor pictures set your Polaroid Exposure Meter to the C scale (use coin to turn center screw). Read the number on the meter and set the camera two numbers higher. Thus if the meter reads 5, set the camera on 7. Under artificial light, use the "E" scale, and set the shutter two numbers higher than the meter reads.

INDOORS

The increased sensitivity of Polaroid PolaPan 400 makes it frequently possible to take charming pictures indoors in natural daylight or at night with a single 150-watt bulb in an ordinary bridge lamp.

For pictures in natural daylight, you can usually get an excellent picture at shutter #2 or #3 by placing your subject within six feet of a window. On a bright day you very likely can get pictures anywhere in the room with the camera on shutter setting #1 or possibly #2 if the room has several large windows.

At night very pleasing snapshots can be taken using shutter setting #1 with a single 150-watt bulb in an ordinary bridge lamp placed within 18 inches of your subject. As the wattage increases, lamps can be moved further away, or a higher shutter number used.

BRIGHT SUNLIGHT

Polaroid PolaPan 400 is exceptionally well-suited for pictures in brilliant sunlight. It gives you excellent tone rendition in shadow areas without losing detail in the very light areas.

Pictures with strong cross lighting, top lighting or back lighting are best because they use the full range of the film. In extremely bright surroundings (snow scenes in brilliant sunlight) it may be necessary to use a yellow or polarizing filter to reduce amount of exposure, even on shutter #8.

SCENERY

The panchromatic qualities of the film make it ideal for scenic shots. Striking effects can be obtained with filters which cut through distant haze and make clouds stand out sharply. Use the regular Polaroid yellow filter or the new Polaroid orange filter (#546) soon available at your dealer's.

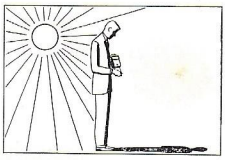
FLASH

SHUTTER SETTINGS FOR TYPE 44 FILM

Dist. (Feet)	3½	4	5	6	8	10	15	20	30
No. 5-PF4 Press-25	8*	8*	8	8	7	7	6	6	5
Bantam 8 PF-3	8	8	8	7	7	6	5	5	

*Use Filter Over Lens or Diffuser on Flash Gun

For regular flash shots, use the flash guide printed here (snip it out and slip it onto the gun). Or, just add two numbers to the regular guide that came with your gun. For pictures with a natural look, try "bounce flash" which this new, faster film makes possible. Simply slip the flashgun out of the slide and hold it in your hand so it is aimed toward the ceiling as you point the camera toward your subject. Shutter settings will vary from 3 to 5, depending on the height of the ceiling and the reflectivity of the ceiling and surrounding walls.



Avoid This . . By Pulling Tab in Shadow

CAUTION

Because of the greater sensitivity of the film, it is very important that you shield the tab slot from the sun and bright reflections from snow or beach when you pull the tab to advance the film. The cutter bar should "ride" on the tab when you pull it. Additional protection can be had from a special piece of black tape which is available free from Dept. BT, Polaroid Corp., Cambridge 39, Mass. Simply send stamped, self-addressed envelope, and it will be forwarded to you.

A LENS SHADE makes it possible to point the camera more directly into the sun for dramatic backlighted pictures. Without a lens shade, such pictures might be pale looking, without rich blacks. A lens shade made by Polaroid specifically for your camera will soon be available through your dealer.

DEVELOPMENT TIME

You will generally find that one-minute development will give you pleasing pictures. On HAZY DAYS or with pictures made in open shade where there is no strong lighting, extra "snap" can be added to your prints by developing two or three minutes. In cold weather, double these recommended development times for temperatures between 35 and 45 degrees. Below freezing use at least five minutes development time.

CARE OF PRINTS

Coat each print immediately. Uncurl the print by drawing it over a table edge. Coat entire surface with 6 or 8 reasonably firm, straight strokes, including edges and corners. Store prints in albums approved by Polaroid, and available through your dealer. DO NOT store prints in ordinary paper albums, or use ordinary black paper mounting corners.

EXPOSURE GUIDE

SUN SUBJECT	Bright	Hazy Soft Shadows	Cloudy No Shadow	Dull
AVERAGE: People, pets	7	6	5	4
BRIGHT: Beach, snow	8*	8 or 7	6	5
DARK: Shady spots	6	5	4	3

*With yellow or polarizing filter over lens

To correct the exposure: If the picture is too light, use higher number. If too dark, use lower number. Always set exactly on a number, never between numbers.

Film Speed: Polaroid PolaPan 400 is a wide range, high speed panchromatic film. Its color sensitivity is especially selected to reproduce skin tones faithfully. Its exposure index is 400 (ASA equivalent) outdoors, and 300 in artificial light.

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